

COMPANY PROFILE • AUGUST 2026

Fifteen years of software that *stayed* in production.

Engineering the intelligent layer of modern business. A proprietorship firm established in 2011, building web platforms, mobile applications, cloud systems and AI automation from Thane, India — and operating four products of its own.

ESTABLISHED

2011

CONSTITUTION

Proprietorship firm

OFFICE

Thane, Maharashtra,
India

WEB

noesistech.com

01 At a glance

LEGAL NAME	Noesis Infotech
CONSTITUTION	Proprietorship firm (India)
ESTABLISHED	2011 — 15 years in continuous operation
REGISTERED OFFICE	FB 164, High Street Corporate Center, Kapurbawdi, Thane, Maharashtra 400607, India
SERVICE LINES	Web platforms · Mobile applications · Cloud applications · AI automation · WhatsApp Business API
PRODUCTS OPERATED	WhatsBizAPI · WABAPI · PathoFlex · DocuRift
MARKETS SERVED	India · United Kingdom
TELEPHONE / WHATSAPP	+91 81699 52766
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WEBSITE	noesistech.com

We have shipped a lot of small things and a few very large ones

Across fifteen years the work ranges from a two-week billing utility for a materials yard to a 250,000-line laboratory platform with hardware integration. Both matter: the small projects taught us to finish, the large ones taught us to keep something alive for years after the invoice was paid.

Web and mobile, not one or the other

We have delivered a large number of web applications and mobile applications — Android and iOS, native and cross-platform, plus the automation infrastructure to test them at scale. Most engagements need both halves, and a team that owns both halves does not lose weeks in the seam between them.

We run our own products

WhatsBizAPI, WABAPI, PathoFlex and DocuRift are ours — built here, sold here, operated here, with real customers and real incidents. When we recommend an architecture, it is usually one we are already carrying a pager for.

02 Since 2011

Noesis Infotech has been building custom software since 2011 — first as a one-room proprietorship in Thane taking on billing systems for local businesses, today as a small senior team running multi-tenant SaaS platforms, AI extraction pipelines and WhatsApp infrastructure for clients in India and the United Kingdom. This profile is the short version. Everything in it is either running on a public URL or drawn from the codebase it describes.

2011	Founded in Thane Noesis Infotech is established as a proprietorship firm. The first engagements are billing, inventory and back-office systems for local traders and distributors.
2012–2016	Business systems and the first ERPs Billing and stock platforms for material suppliers, an ERP for a car servicing workshop, and a steady stream of web applications for small and mid-sized businesses across Thane and Mumbai.
2017–2020	Mobile and automation Android and iOS application work, and automation infrastructure — including a parallel Android emulator farm used to exercise builds across device profiles without a rack of physical phones.
2021–2023	Multi-tenant SaaS PathoFlex begins: a multi-tenant pathology laboratory platform with on-premise analyser integration. The WhatsApp Business API practice starts alongside it.
2024–2025	Our own products WhatsBizAPI and WABAPI go to market as owned products. AI document extraction becomes a service line, with DocuRift and a fixed-price invoice-OCR platform delivered to a client with full IP transfer.
2026	AI engineering and international work A salon platform for a London group, an agentic AI toolchain now used on every project, and continued product engineering on WhatsBizAPI, WABAPI and DocuRift.

03 What we do

01 Web platforms

Dashboards, portals, marketplaces and multi-tenant SaaS on Next.js, React and TypeScript — typed end to end, server-rendered where it matters, fast on a mid-range Android phone.

Next.js React TypeScript NestJS Laravel PostgreSQL

02 Mobile applications

Android and iOS from one well-factored codebase, with native modules where performance demands them. Offline-first data, push, deep links, payments and store submission handled end to end.

React Native Flutter Offline-first Push Store release

03 Scalable cloud applications

Containerised services, queues and workers, read replicas, autoscaling, structured logs and dashboards — with a cost model you can read on one page.

Docker Queues & workers Autoscaling Observability CI/CD

04 AI automation

Document extraction, retrieval-augmented answering, classification and multi-step agents wired into the systems you already run. Human-in-the-loop by default, evaluated against your real data.

LLM agents RAG Document AI Evals Human-in-the-loop

05 WhatsApp Business API

Official Meta Cloud API onboarding, number and display-name verification, template strategy that gets approved, campaign delivery, chatbots and two-way CRM sync.

Meta Cloud API Templates Campaigns Chatbots CRM sync

04 Selected work

Since 2011 we have delivered a large number of web and mobile applications — some a few weeks long, some running for years and still under our care. A representative selection follows, oldest first. Technical detail is taken from the systems themselves.

TRADING & DISTRIBUTION • BILLING & INVENTORY

Billing system for local material suppliers

Building-material suppliers, Thane & Mumbai

One of our earliest production systems, and the one that taught us how unforgiving day-to-day billing is. Built for suppliers of construction material, where the yard runs on delivery challans and the office runs on credit: item and rate masters with unit conversion, the quotation → challan → tax invoice chain, party ledgers with outstanding and ageing, receipts and part-payments, purchase and stock movement, and day-book and outstanding reports the owner actually reads every evening. Print formats were matched to pre-printed stationery, because that is what the counter used.

[Billing & invoicing](#)[Stock](#)[Party ledgers](#)[Outstanding & ageing](#)[Print formats](#)

AUTOMOTIVE AFTER-SALES • WORKSHOP ERP

ERP for a car servicing company

Multi-bay car service workshop

A workshop ERP covering the vehicle from gate-in to gate-out: customer and vehicle master keyed on registration number with full service history, job cards with technician assignment and labour lines, spare parts issued against a job card so inventory and billing cannot disagree, estimate → customer approval → invoice, periodic and odometer-based service reminders, package and AMC tracking, and reports on bay utilisation and technician productivity. The lesson from this project — that an asset, its custody and its service history belong in one record — is visible in every fleet module we have built since.

[Job cards](#)[Spares inventory](#)[Estimates & approvals](#)[Service reminders](#)[AMC](#)

04 Selected work *continued*

MOBILE QA • AUTOMATION INFRASTRUCTURE

Android emulator automation and scaling

Internal platform, used on client mobile work

Testing an Android build properly means running it on many device profiles, and a rack of physical phones is neither cheap nor reproducible. We built an emulator farm instead: programmatic AVD provisioning, many instances orchestrated in parallel with per-instance isolation and snapshot resets, scripted UI flows, and artefact capture — logcat, screenshots and video — for every run. The interesting engineering was in scaling: emulators are slow and flaky in bulk, so the work was host-level resource tuning, queueing and retry policy until a full matrix could finish unattended and produce the same answer twice.

Android SDK / ADB

Parallel AVDs

Snapshot reset

Scripted UI flows

CI runs

HEALTHCARE • MULTI-TENANT SAAS • HARDWARE INTEGRATION

PathoFlex — pathology laboratory ERP pathoflex.com

Built for Nakoda Diagnostics • operated as a product

Our largest system: a multi-tenant laboratory platform that carries a sample from patient registration through collection, result entry and pathologist authorisation to a signed, styled report — across seven distinct staff roles and a database partitioned per laboratory. It also does the commercial half: price lists, packages and profiles, doctor and collection-centre commissions with settlement, outsourced work, expenses, receipts, and revenue and test-wise analytics. A companion Windows service, the PathoFlex Machine Connector, speaks ASTM E1381/E1394 to hematology analysers on the lab's own network, queues results to disk and survives an internet outage without losing a single one.

50

BACKEND MODULES

76

DATA ENTITIES

110

SCHEMA MIGRATIONS

~250k

LINES OF CODE

Next.js 16

NestJS

GraphQL

PostgreSQL

TypeORM

ASTM E1381/E1394

Razorpay

04 Selected work *continued*

OUR PRODUCT • WHATSAPP BUSINESS API PLATFORM

WhatsBizAPI whatsbizapi.com

Owned and operated by Noesis Infotech

A full WhatsApp Business API platform on Meta's Cloud API: campaign broadcasting to segmented audiences, a multi-agent shared inbox, a no-code chatbot builder with an AI knowledge base, lead capture from click-to-WhatsApp ads with a captured → engaged → converted funnel, drip sequences, webhook relay into any CRM, credits and billing, and an affiliate programme. It supports Meta's coexistence mode, so a business keeps using the ordinary WhatsApp app on the very same number that the API is driving. Multi-tenant from the first migration.

224	~148k	1,000+
SCHEMA MIGRATIONS	LINES OF CODE	BUSINESSES SERVED

Laravel 10 PHP 8.1 MySQL Livewire Horizon Reverb Meta Cloud API

OUR PRODUCT • AI DOCUMENT EXTRACTION

DocuRift docurift.com

Owned and operated by Noesis Infotech

Document data extraction as a metered API and web application: upload invoices, contracts, receipts or forms and get structured records back. Several OCR and vision-language engines sit behind one interface so a document type can be routed to whichever model actually reads it best, with confidence thresholds deciding what goes straight through and what a human sees. Organisations, API keys, prepaid credits, webhook delivery with retries, an audit log and an admin console for the operator side.

1M+	500+	₹4
PAGES PROCESSED	CUSTOMERS	PER PAGE

Fastify TypeScript Drizzle PostgreSQL Next.js Mistral OCR Qwen-VL

05 Also in production

Kapil Hair Studio — London

Salon group management end to end: multi-stylist scheduling on a resource timeline, packages, gift cards and loyalty, card and Apple Pay checkout, PDF invoicing, and an AI voice assistant that answers the phone and takes bookings.

Next.js 16

Supabase

Voice AI

Invoice OCR & review platform — Advaisys LLP

Fixed-price build with full IP transfer, self-hosted on the client's own hardware: PDF invoices ingested by API, extracted by a multi-model pipeline, routed by confidence to a human reviewer or straight to an HMAC-signed webhook.

Fastify

PostgreSQL

Document AI

Self-hosted

Freight documentation extraction

Bills of lading turned into structured shipment records where fidelity beats cleverness: a printed gross weight of 18,240.500 survives as exactly that, and container numbers are validated against their ISO 6346 check digit.

Document AI

Golden-fixture tests

ISO 6346

WABAPI — pay-per-message WhatsApp platform

A self-serve sibling to WhatsBizAPI for lower or bursty volumes: no subscription, prepaid credits, campaigns from the business's own number.

Next.js

Drizzle

PostgreSQL

ReviewBot, FinSharp, ETHICS Car Rentals and others

Review automation, an investment agent-and-commission platform, and a corporate car rental lead system — a sample of the smaller web applications running under our maintenance today.

Next.js

PostgreSQL

Flask

06 Products & technology

Four products built, sold and operated by us. They are where a good deal of our multi-tenant, messaging and document-AI experience comes from — and the integrations we sell are the ones we run ourselves.

WHATSBIZAPI	Full WhatsApp Business API platform — campaigns, shared inbox, AI chatbots, coexistence mode. Subscription. whatsbizapi.com
WABAPI	Pay-per-message WhatsApp campaigns on prepaid credits. No subscription, built for Indian businesses. wabapi.com
PATHOFLEX	Multi-tenant pathology laboratory platform with on-premise analyser integration. pathoflex.com
DOCURIFT	AI document data extraction, as an API and a web application, metered per page. docurift.com

Technology we build with

FRONT END

Next.js · React · TypeScript ·
Tailwind · shadcn/ui · Livewire

MOBILE

React Native · Expo · Flutter ·
Android SDK · Electron

BACK END

NestJS · Fastify · Laravel · Node.js ·
PHP · Python

AI

OpenAI · Anthropic · Mistral OCR ·
Qwen-VL · RAG · Agent tooling

DATA

PostgreSQL · MySQL · Redis ·
Drizzle · TypeORM · GraphQL

INFRASTRUCTURE

Docker · PM2 · Apache / Nginx ·
Let's Encrypt · S3-compatible
storage · BullMQ

07 How we work

01

Scope

We map the problem, the constraints and the blast radius before writing code. You get a written scope with testable acceptance criteria — not a vague estimate.

03

Build in slices

Working software every week, on a URL you can open on your phone. You steer while it is still cheap to steer.

02

Design & architect

Data model, contracts and interfaces first. Decisions get recorded, so the third developer to touch this understands why it was built that way.

04

Ship & operate

Deployment, monitoring and handover docs. We stay on through the first stretch and leave you something you can run without us.

Engineering practice

Spec first, then code

Non-trivial work starts as a short written spec with acceptance criteria a client can read and disagree with. Architecture decisions are recorded next to the code.

Tests where they earn their keep

Typecheck and affected-test runs gate every change; end-to-end tests cover the flows that would cost money if they broke. We do not chase a coverage number.

AI-assisted, human-reviewed

We use agentic tooling daily — it is why a small team ships at this rate — under review gates that force a search of the existing code before anything is edited.

Operated, not abandoned

PM2, reverse proxies, TLS, backups, monitoring and a documented deploy script per project. Handover includes the runbook, not just the repository.

08 Engagement & commercial terms

Fixed-scope project

A written scope with testable acceptance criteria, milestone billing, and a fixed price that only moves through written change control. Best when the outcome is well understood.

Monthly retainer

A standing allocation of engineering time for continuous product work, with a rolling backlog and a demo every week. Best for products that keep evolving.

Dedicated pod

Named engineers embedded with your team, your tooling and your standups. Best when you have the direction and need capacity that does not need onboarding twice.

PRICING	Quoted in INR for Indian clients; USD, GBP, AED or OMR for international engagements.
PAYMENT	Milestone invoices, typically 20% mobilisation and the balance against delivered milestones, net 30. Bank transfer (TT); retention of 5–10% on request.
CONTRACTS	NDA before scoping if you prefer. Fixed-scope work carries a written specification annexed to the contract.
INTELLECTUAL PROPERTY	All source code, designs and documentation assign to the client on final payment. We retain only generic internal components not specific to the client.
WARRANTY & SUPPORT	Defect warranty after each release, then an optional annual maintenance contract covering fixes, statutory or platform updates and a defined response time.
WORKING HOURS	Based in India (IST, UTC+5:30). Overlap hours are agreed up front — the UK and most of Europe are comfortably reachable.

09 References & contact

Live systems are the reference we prefer to be judged on. Every product URL in this profile is a running system, and case studies with technical detail are published on our website. Client references are available on request.

OUR WORK – CASE STUDIES

PATHOFLEX CASE STUDY

noesistech.com/work/

KAPIL HAIR STUDIO CASE STUDY

noesistech.com/work/pathoflex-nakoda-diagnostics/

noesistech.com/work/kapil-hair-studio/

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Prajesh Jagdish Madhavi
Proprietor

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